

Rep Order# 6868794 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 218313 Printed: 10/29/2012 3:00 PM 1 of 2  
 EC'd Yes Last Received: 10/29/2012 9:49 AM Showing Buylines: All Lines

Station WISH-TV INDIANAPOLIS, IN  
 Advertiser ( ) RANDPAC  
 Product RANDPAC  
 Estimate# 3122  
 Buyer WHITNEY EVERSOLE  
 Phone#  
 Fax#  
 Agency ( ) STRATEGIC MEDIA PLACEMENT  
 7669 STAGERS LOOP  
 DELAWARE, OH 43015  
 Agency C/P1/P2/E //3122  
 Flight Dates 10/30/2012 - 11/06/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) KATE BRADY  
 Salesperson Phone# 215-567-6005  
 Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	530A-6A	NEWS	:30	\$900.00	11/05-11/05	1	1	1	\$900.00	
	2	TU-W	6A-7A	NEWS	:30	\$1,300.00	10/30-10/31	2	1	2	\$2,600.00	
	3	M	6A-7A	NEWS	:30	\$1,300.00	11/05-11/05	1	1	1	\$1,300.00	
	4	F	530P-6P	NEWS	:30	\$2,400.00	11/02-11/02	1	1	1	\$2,400.00	
	5	M	530P-6P	NEWS	:30	\$2,400.00	11/05-11/05	1	1	1	\$2,400.00	
	6	TU-TH	6P-630P	NEWS	:30	\$2,400.00	10/30-11/01	3	1	3	\$7,200.00	
	7	M	6P-630P	NEWS	:30	\$2,400.00	11/05-11/05	1	1	1	\$2,400.00	
	8	TU-TH	11P-1135P	NEWS	:30	\$3,000.00	10/30-11/01	3	1	3	\$9,000.00	
	9	M	11P-1135P	NEWS	:30	\$3,000.00	11/05-11/05	1	1	1	\$3,000.00	

---REPORT TOTALS---

Report Totals: 14 / \$31,200.00

---SALES MONTHLY TOTALS---

Nov 12: 14 / \$31,200.00

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Advertiser ( ) RANDPAC  
Product RANDPAC  
Estimate# 3122  
Buyer WHITNEY EVERSOLE  
Phone#  
Fax#  
Sales Totals: 14 / \$31,200.00  
Station Totals: 14 / \$31,200.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
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---COMPETITIVE---  
Market Totals \$31,200  
CABL 0% WISH 100% WNDY 0% WRTV 0% WTHR 0%  
WTTV 0% WXIN 0%

---COMPETITIVE COMMENTS---  
COMP TO FOLLOW

Books null  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

Spot Manager: All,

Station	Advertiser	Product	Estim Order	Inventory	Description	Time Period	Length	Date	Air Time	Inv Code	Placed	Rate	Ad-ID	Priority
Alt Order #: 06868794														
WISH	POL/Rand Pac	RANDPAC	3122	News 8 @ 11 M-F		11-1135p	1:00	10/30/12		LN M-F		\$3,000.00		P2
WISH	POL/Rand Pac	RANDPAC	3122	News 8 @6		558-630p	1:00	10/30/12		News 8 @6		\$2,400.00		P1
WISH	POL/Rand Pac	RANDPAC	3122	Daybreak @ 6		558-7a	1:00	10/30/12	6:20:24 AM	Daybreak @ 6		\$1,300.00		P2
WISH	POL/Rand Pac	RANDPAC	3122	News 8 @6		558-630p	1:00	10/31/12		News 8 @6		\$2,400.00		P1
WISH	POL/Rand Pac	RANDPAC	3122	Daybreak @ 6		558-7a	1:00	10/31/12		Daybreak @ 6		\$1,300.00		P2
WISH	POL/Rand Pac	RANDPAC	3122	News 8 @ 11 M-F		11-1135p	1:00	10/31/12		LN M-F		\$3,000.00		P2
WISH	POL/Rand Pac	RANDPAC	3122	News 8 @6		558-630p	1:00	11/01/12		News 8 @6		\$2,400.00		P1
WISH	POL/Rand Pac	RANDPAC	3122	News 8 @ 11 M-F		11-1135p	1:00	11/01/12		LN M-F		\$3,000.00		P2
WISH	POL/Rand Pac	RANDPAC	3122	News 8 @ 530p		530-6p	1:00	11/02/12		News 8 @530		\$2,400.00		P1
WISH	POL/Rand Pac	RANDPAC	3122	Daybreak @530am		530-6a	1:00	11/05/12		Daybreak @ 530am		\$900.00		P3
WISH	POL/Rand Pac	RANDPAC	3122	News 8 @6		558-630p	1:00	11/05/12		News 8 @6		\$2,400.00		P1
WISH	POL/Rand Pac	RANDPAC	3122	News 8 @ 11 M-F		11-1135p	1:00	11/05/12		LN M-F		\$3,000.00		P2
WISH	POL/Rand Pac	RANDPAC	3122	News 8 @ 530p		530-6p	1:00	11/05/12		News 8 @530		\$2,400.00		P1
WISH	POL/Rand Pac	RANDPAC	3122	Daybreak @ 6		558-7a	1:00	11/05/12		Daybreak @ 6		\$1,300.00		P2

\$31,200.00

\$31,200.00

[Filtered by: ] [Sorted by: Alt Order #]

WIDEORBIT

R E P O R T

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date</b>
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I, STRATEGIC MEDIA PLACEMENT

do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: \_\_\_\_\_

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**

☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

REINVENTING A NEW DIRECTION - RANDPAC  
 NEWPORT, KY. 41072      - Treasurer : Kevin Broghamer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/8/12

Date

Signature

740-201-5510

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**